

**Desired Outcomes Must Be Envisioned By Casinos to Implement Internal Organizational Improvement**

**FOR IMMEDIATE RELEASE**  
**March 24, 2008**

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A firm grasp of desired outcomes is necessary if casinos hope to implement internal organizational improvement.

The following tip is provided by Robinson & Associates, Inc., a customer service consulting firm to the gaming industry.

Tip:

“To roll out organizational improvement, casino managers must be able to envision and establish desired outcomes for success. The objectives must be concrete and all goals need to be reviewed and evaluated continuously, according to Phyllis Hartman and John Hayden in ‘Creating A Positive Culture.’ Management must be given the tools and the time to learn and implement their managerial skills.”

Robinson & Associates has published a white paper that helps casinos understand what is involved in rolling out organizational improvements that can result in greater success in the future. Those interested in obtaining a copy of the white paper should e-mail Lydia Baird at [lbaird@casinocustomerservice.com](mailto:lbaird@casinocustomerservice.com) or call her at 206-774-8856.

Robinson & Associates, Inc., is a global customer service consulting firm for the gaming industry. It helps casinos determine their Advocate Index, a number that

indicates the extent to which properties have guests who are willing to be advocates. The company then implements its Advocate Development System in combination with the proven methodology of Advocate Index and best business practices to help casinos create more guest advocates and chart a course for growth and profitability.

Robinson & Associates may be reached by contacting Lydia Baird or via its Web sites at [www.advocatedevelopmentsystem.com](http://www.advocatedevelopmentsystem.com) and [www.casinocustomerservice.com](http://www.casinocustomerservice.com).

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